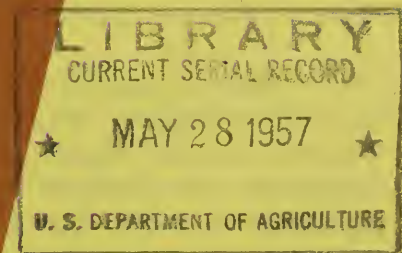


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, October 1956



HPD - 34

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Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK
AND FLUID SKIM MILK, OCTOBER 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in hotels, restaurants, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Purchases of butter by households of the United States during October 1956 were relatively unchanged from September 1956 and October 1955. The average price paid for butter continued upward and in October 1956 was over 3 percent higher than in October 1955.

Total household purchases of fluid whole and skim milk during October 1956 were above those reported by consumers for September 1956 and October 1954. The proportion of total household purchases of fluid milk bought in the half-gallon container continued to increase. The percentage of households buying both fluid whole and fluid skim products continued to increase at a relatively slow rate. During October 1956, per capita consumption of fluid whole milk items was at the highest level in the current dairy marketing year and well above monthly levels for the 1954-55 marketing year.

Butter: Most of the indicators of household purchases of butter changed relatively little from September to October 1956 or from October 1955. One exception to this during October 1956 was the increase of 2 cents per pound from the October 1955 price which averaged about 68 cents. The price per pound during October 1956 was the highest reported since March 1954 (fig. 2).

Household purchases of butter during October 1956 decreased less than 1 percent, compared with October 1955. The average quantity per purchase and the percentage of all families buying butter did not change, but frequency of purchase per buying family was down slightly from a year earlier (table 1).

For the period, April-October 1956, total household purchases of butter were up about 3 percent from April-October 1955. This indicates a slowing up in the rate of increase compared with the 1955-56 and 1954-55 dairy marketing years (April-March) when butter purchases for household use were 5 and 13 percent greater, respectively than in the preceding dairy marketing years.

Fluid Milk: Household purchases of fluid milk during October 1956 were reported 67 million quarts, or about 5 percent, more than purchases during October 1954 (table 2). Householders purchased about 1,228 million quarts equivalent of fluid milk during October 1956 and of this quantity about 7 percent was bought in gallons, 33 percent in half-gallons, and 60 percent in quart containers. Purchases in the larger-than-quart size container continued to increase from 2 years earlier while purchases in the single quart size

container declined. Fluid whole milk represented about 95 percent and fluid skim products 5 percent of total household purchases of fluid milk during October 1956 (fig. 4).

The percentage of households purchasing fluid milk during October 1956 increased slightly from a month earlier and also from October 1954. It was estimated from this consumer panel that about 84 percent of the households purchased fluid milk, including whole and skim, during October 1956. 1/

Household per capita consumption in quart equivalent of fluid milk during October 1956 was 3 percent greater than for October 1954. The 7.53 quarts per capita consumption was the highest reported during the 19 months covered by this report.

Fluid Whole Milk: United States householders purchased 1,163 million quarts of fluid whole milk during October 1956, an increase of 51 million quarts over October 1954. The quantity of fluid whole milk purchased increased about 3 percent over the preceding month and about 5 percent above purchases in October 1954. Householders bought 41 percent of their total volume of whole milk in the larger-than-quart size containers during October 1956 compared with 27 percent in October 1954 (fig. 3).

Householders who purchased milk in quart containers reported paying the highest average price per quart, while those who purchased milk in gallons reported lowest. Consumers in October 1956 paid over 6 percent more for whole milk in half-gallons and 5 percent more for milk in gallons than was paid during October 1954 (table 3). The average price paid by consumers purchasing fluid whole milk in the quart size container in October 1956 was over 4 percent higher than in October 1954. For all household purchases of fluid whole milk, consumers paid an average price of 23.0 cents per quart equivalent in October 1956 compared with 22.3 cents in October 1954.

Despite a gradual increase in price, October 1956 was the 4th consecutive month in which consumers increased their purchases of fluid whole milk. This observed purchase and price movement was similar to the one which occurred during the corresponding period of 1954.

Fluid Skim Milk: Household purchases of skim milk products during October 1956 totaled 65 million quarts, a gain of almost 11 percent over October 1954. Purchases of skim milk products in October 1956 showed an increase of over 2 percent from September 1956 and marked the first month-to-month upturn in the current dairy marketing year (table 4).

Household purchases of skim milk products during the period April-October 1956 underwent marked changes in the proportions bought in the gallon, half-gallon, and quart size containers from the corresponding period April-October

1/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their use.

1954. Fluid skim bought in the half-gallon container represented over 8 percent of the total purchases during April-October 1954 but about 20 percent for the same months of 1956; while purchases in quart containers represented over 87 percent in 1954 but only 77 percent in 1956. The proportion of skim milk sold in the gallon size container changed the least--4.2 percent of the total in 1954 and 3.4 percent in 1956.

The October 1956 average price of 19.1 cents per quart equivalent for fluid skim items was slightly higher than September 1956 and for October 1954. Householders in October 1956 paid 11 percent less than during October 1954 for skim milk products purchased in gallons, about 1 percent less in half-gallons but about 3 percent more for skim milk items purchased in the quart containers.

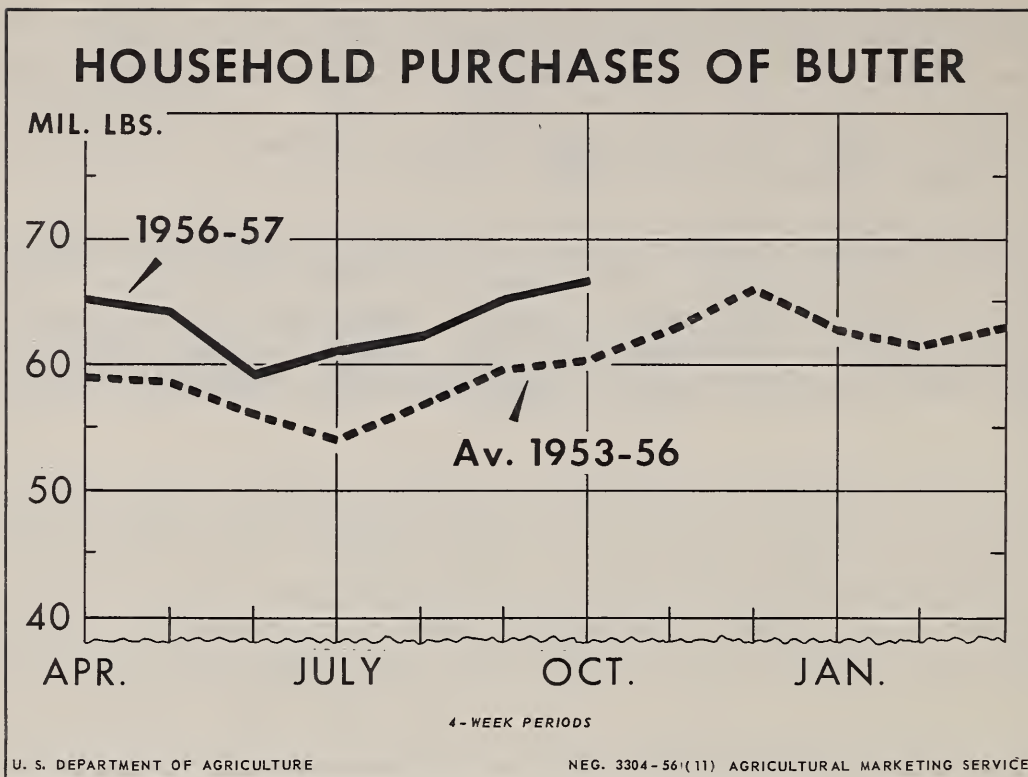


Figure 1

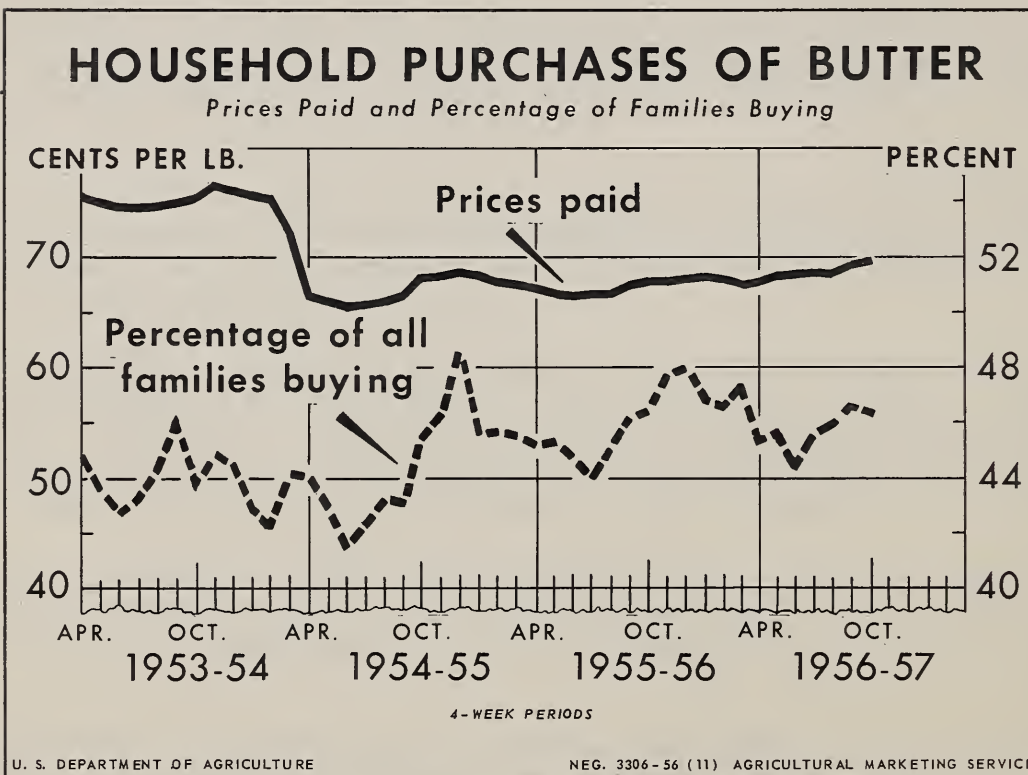


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....	62.2	58.7	57.9	53.3	385	366	364	348
September.....	65.2	63.1	60.4	55.1	404	394	379	360
October.....	65.8	66.0	63.2	51.0	403	409	394	331
November.....		68.0	65.7	54.4		422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
	Percentage of all families buying				Average price paid per pound			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....	46.0	45.1	43.3	44.2	68.5	66.7	66.0	74.7
September.....	46.6	46.1	43.1	45.9	69.2	67.4	66.4	74.9
October.....	46.3	46.3	45.4	43.7	69.8	67.7	68.1	75.3
November.....		47.6	46.2	44.8		67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.03
October.....	2.62	2.68	2.84	2.59	1.10	1.10	1.09	1.02
November.....		2.66	2.88	2.65		1.11	1.09	1.04
December.....		2.70	2.66	2.68		1.13	1.11	1.05
January.....		2.65	2.73	2.90		1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....	1,131	1,082	63.4	61.7
October.....	1,163	1,112	64.9	58.7
November.....		1,117		55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....	22.8	22.2	18.9	19.2
October.....	23.0	22.3	19.1	19.0
November.....		22.4		18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

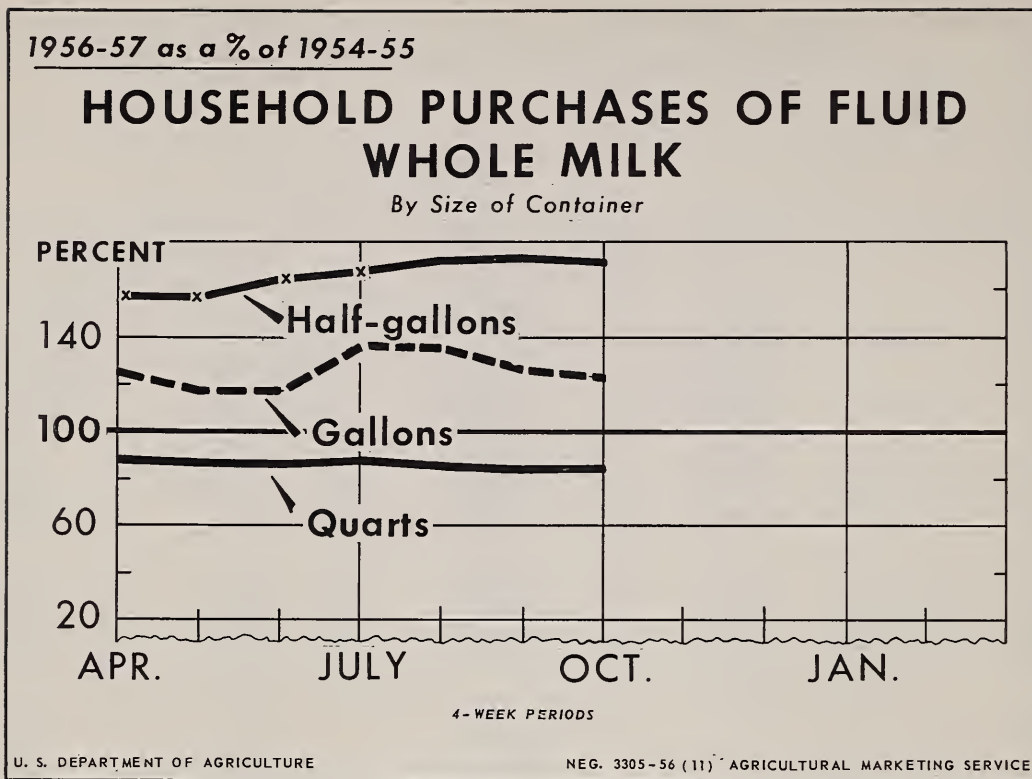


Figure 3

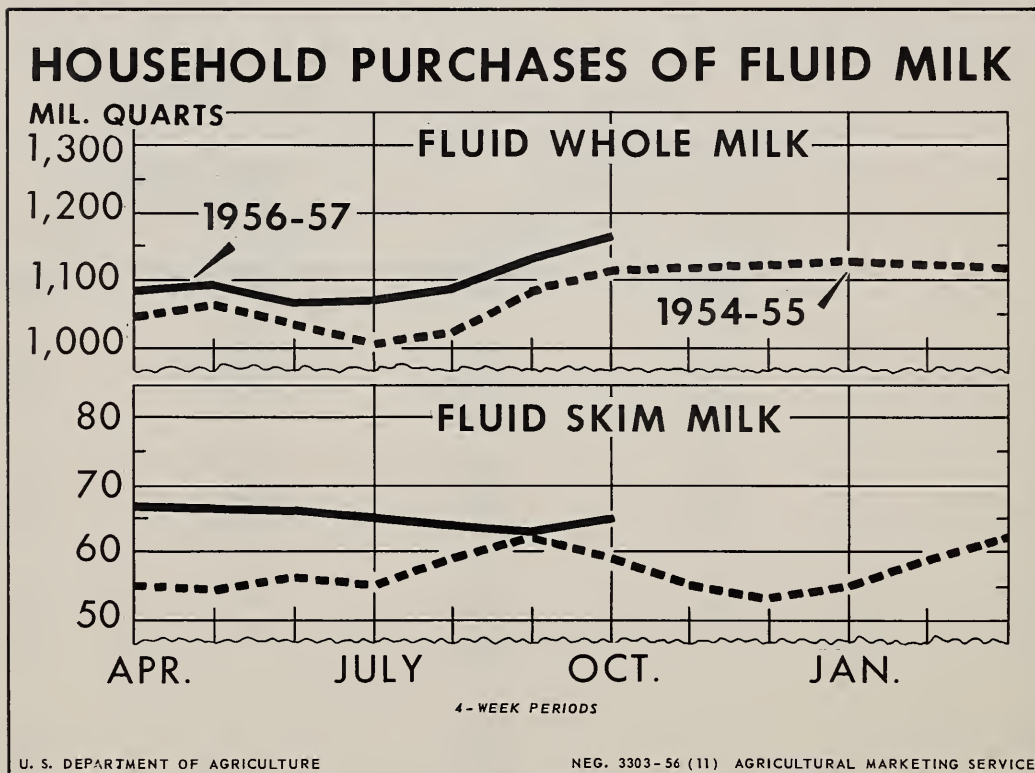


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....	674	801	379	219	77.3	61.3	0.7	0.6
October.....	687	816	394	230	81.4	66.2	.4	0.7
November.....		811		242		62.3		0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....	23.9	23.1	21.7	20.4	18.6	17.2	1/	1/
October.....	24.2	23.2	21.9	20.6	18.5	17.6	1/	1/
November.....		23.2		20.7		17.8		1/
December.....		23.3		20.5		18.2		1/
January.....		23.2		20.5		17.9		1/
February.....		23.3		20.5		17.9		1/
March.....		23.1		20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....	48.3	53.3	13.5	5.4	1.6	2.8	<u>2/</u>	.2
October.....	49.2	51.4	13.6	4.8	2.1	2.2	<u>2/</u>	.3
November.....		48.9		4.4		1.7		.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	<u>1/</u>	<u>1/</u>
May.....	19.3	19.0	16.6	15.7	11.6	10.3	<u>1/</u>	<u>1/</u>
June.....	19.3	18.9	16.5	15.7	10.5	10.4	<u>1/</u>	<u>1/</u>
July.....	19.5	19.3	16.1	16.1	11.1	9.2	<u>1/</u>	<u>1/</u>
August.....	19.5	19.4	16.8	16.6	12.1	9.5	<u>1/</u>	<u>1/</u>
September.....	19.9	20.1	16.5	15.4	10.2	9.4	<u>1/</u>	<u>1/</u>
October.....	20.0	19.5	17.0	17.2	11.0	12.4	<u>1/</u>	<u>1/</u>
November.....		19.4		15.8		10.7		<u>1/</u>
December.....		19.2		17.1		10.8		<u>1/</u>
January.....		19.3		16.7		12.6		<u>1/</u>
February.....		19.1		16.6		10.5		<u>1/</u>
March.....		19.1		15.9		12.5		<u>1/</u>

1/ Not available.
2/ Less than .1.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....	83.2	81.4	82.4	80.0	19.6	19.2
October.....	83.6	82.9	82.2	81.4	18.6	17.9
November.....		82.7		81.3		18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....	7.39	7.19	7.00	6.80	.39	0.39
October.....	7.53	7.31	7.13	6.94	.40	0.37
November.....		7.31		6.97		0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38

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